



## “Natural Highs” from Wisconsin’s outdoors in a bi-monthly publication

### ■ Hunting, Fishing, Trapping, Travel & Outdoor Humor ■

*On Wisconsin Outdoors* is a bi-monthly newspaper focusing on hunting, fishing, trapping, travel and outdoor humor.

50,000 copies are distributed throughout Wisconsin from businesses predominantly targeting the outdoorsman and woman, including the Wisconsin Gander Mountain stores.

*On Wisconsin Outdoors* is produced from the field by Wisconsin’s best outdoor writers, professional guides, artists, photographers and humorists. The *Dick Ellis Experts* have won numerous national, regional and state awards for their journalism and artistic work.

OWO is owned and published by syndicated outdoor writer and field photographer Dick Ellis. His long-running weekly column, *On Wisconsin Outdoors* is without exception born in the field and is currently carried in 55 daily and weekly Wisconsin and Illinois newspapers. The Ellis column has won seven national awards for excellence in Outdoor Writers Association of America (OWAA) competition since 2004, including three firsts.

Visit [www.onwisconsinoutdoors.com](http://www.onwisconsinoutdoors.com) for a closer look at Wisconsin’s newest and best outdoor newspaper.

**Quality is a sales “gimmick” that works.  
*On Wisconsin Outdoors* will work for you.**

### Advertising Deadlines

The deadline for digital ad copy is the 5th of the month preceding publication.

Ad commitments should be made as early as possible.

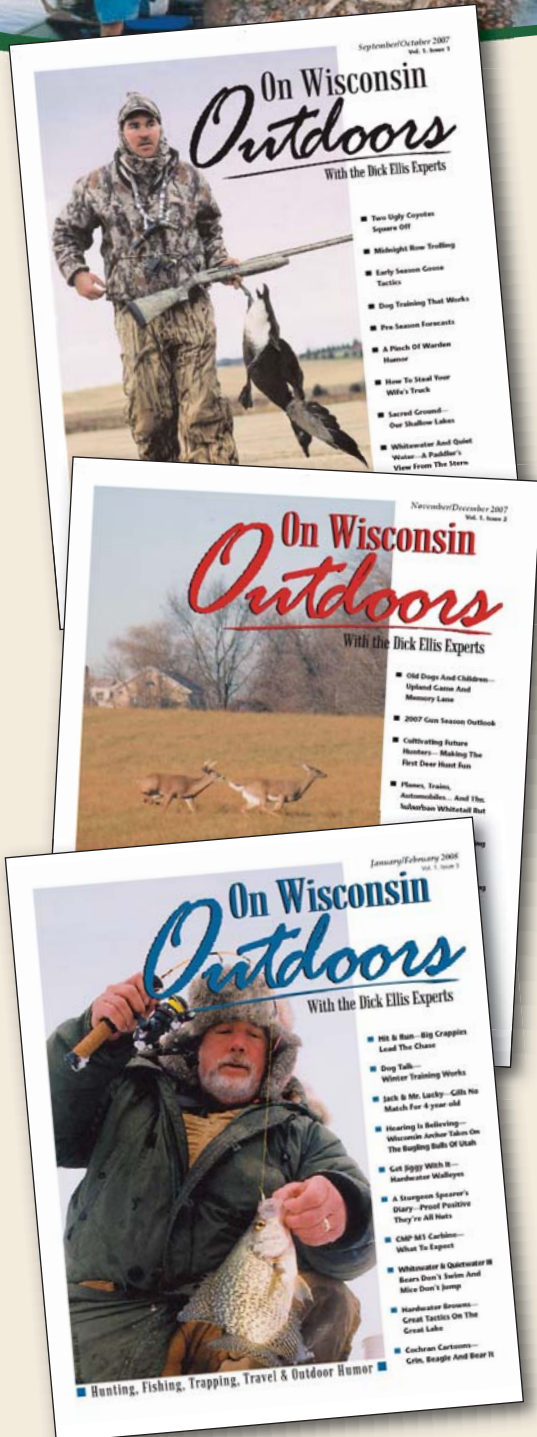
#### Issue Dates

· Jan/Feb      · Mar/April      · May/June  
· July/Aug      · Sept/Oct      · Nov/Dec

See back for ad rates →

*On Wisconsin  
Outdoors*  
With the Dick Ellis Experts

[www.onwisconsinoutdoors.com](http://www.onwisconsinoutdoors.com)



■ Hunting, Fishing, Trapping, Travel & Outdoor Humor ■

## Display Advertising Rate Card

### Mechanical Specifications

To provide the highest quality printing, please follow the following specifications. It is the advertiser's responsibility to supply files that meet these requirements. The quality of the final printed advertisement may be greatly affected by inadequate, low-resolution or low-quality materials supplied by the advertiser.

### Platform

■ PC - convert all fonts to outlines

### Preferred File Format

■ Adobe Acrobat PDF

### Resolution

■ Minimum 300 dpi at 100% size—all files must be high resolution

### Digital Media

■ CD or DVD can be mailed to address above if necessary

### Email File Transmission

■ Email file sizes 12 MB or less to ads@onwisconsinoutdoors.com

### FTP File Upload

■ FTP upload for files over 12 MB  
 Contact our advertising department at 262.251.1614 for details

### Production Charges

Ad design is the responsibility of the advertiser. If ad design services are required, the advertiser is subject to additional production charges. Advertisers will be notified when such extra charges are required. Production charges are \$50/hour billed in 15 minute increments.

## Ad Rates & Sizes

Format: Page size of magazine is 10.75" wide x 12.5" tall

		B/W	4C
COLOR Inside Front Cover	9.25" wide x 11" tall	N/A	\$1650
COLOR Inside Back Cover	9.25" wide x 11" tall	N/A	\$1650
COLOR Outside Back Cover	9.25" wide x 11" tall	N/A	\$1650
Full Page	9.25" wide x 11" tall	\$1100	\$1250
3/4 vertical	6.875" wide x 11" tall	\$ 950	\$1050
1/2 vertical	4.5" wide x 11" tall	\$ 650	\$ 725
1/2 horizontal	9.25" wide x 5.5" tall	\$ 650	\$ 725
1/4 vertical	4.5" wide x 5.5" tall	\$ 350	\$ 400
1/4 vertical tall	2.125" wide x 11" tall	\$ 350	\$ 400
1/4 horizontal	9.25" wide x 2.75" tall	\$ 350	\$ 400
1/8 vertical	2.125" wide x 5.5" tall	\$ 200	\$ 250
1/8 horizontal	4.5" wide x 2.75" tall	\$ 200	\$ 250

All rates NET 15 days to *On Wisconsin Outdoors*

**All rates are per issue.**

**Interested in contract rates?**

Contact Dick Ellis at

262.549.5550 or ellis@onwisconsinoutdoors.com

**www.onwisconsinoutdoors.com**